

ENGLISH LANGUAGE NEEDS ANALYSIS FOR MERCHANDISE SELLERS AT BOROBUDUR TEMPLE

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ABSTRACT

English nowadays, plays a vital role not only in communication, but also in the economic growth of merchandise sellers in tourism destinations. They have to equip their skills with English in order to communicate with foreign tourists while offering their commodities. Unfortunately, not all sellers are able to use English properly. This paper, aspires to discover the English needs by several merchandise sellers in one of the most popular tourism destinations in Indonesia. Several merchandise sellers who sold clothes, toys, miniatures, and more were interviewed and their selling activities were observed during data collection process, to gather various English language functions they used. The findings of the study were classified into themes, and analyze actual English needs by the merchandise sellers within their specific contexts. Even though the number of sellers who were able to speak English appropriately was low, they use simple English when they interact with foreign tourists who came to their stalls.

Keywords: *needs analysis, language function, language expressions.*